

The Winged M

We Take You Inside MAC.



Multnomah Athletic Club

2020 MEDIA KIT

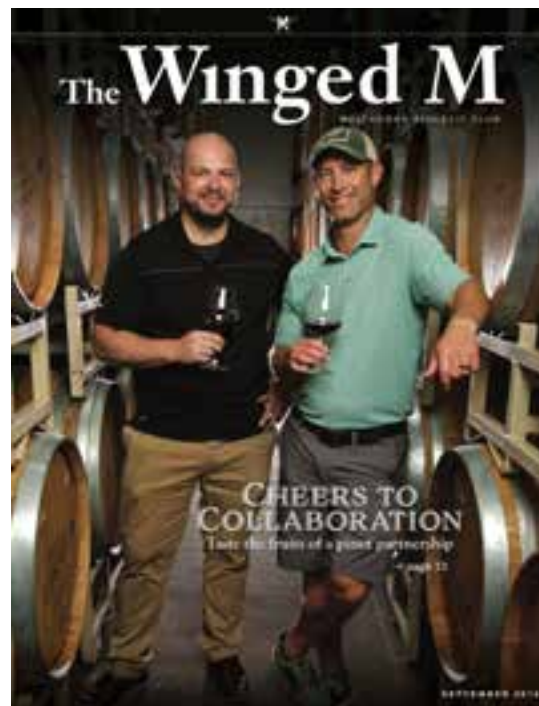


YOUR ALL-ACCESS PASS TO MAC

The Winged M is the magazine of record for Multnomah Athletic Club, Portland's oldest social and athletic institution. The four-color, perfect-bound publication is printed on 70-pound gloss stock and mailed to members, reaching 25,000 readers monthly.

The magazine serves members in many ways, telling their stories, deepening community connections, informing about upcoming events and reporting on member accomplishments, adventures and philanthropic acts outside of the club. *The Winged M* has been published continuously since 1911.

We appreciate your interest in advertising with *The Winged M*. This media kit contains information about promoting your brand in the targeted market of the Multnomah Athletic Club.



A PORTLAND INSTITUTION

Multnomah Athletic Club occupies two buildings totaling 620,000 square feet within walking distance of downtown Portland. The club supports more than 30 competitive and recreational sports including basketball, climbing, dance, gymnastics, handball, racquetball, skiing, squash, swimming, tennis and volleyball. The club also offers studio spaces for Pilates, spin, yoga and group exercise, and is staffed by highly qualified fitness professionals and personal trainers.

MAC is among the premier athletic facilities in the United States, and is consistently ranked in the top three by Platinum Clubs of America. Beyond athletics, MAC houses four restaurants and private meeting and event space, complete with catering services. Members take in events at Providence Park from the 300-seat Stadium Terrace. Other benefits include a robust offering of onsite services, including child care, concierge, massage, salon, boutique and parking for 500.



Multnomah Amateur Athletic Club
Chapman Street Clubhouse circa 1900

The Winged M

THE VOICE OF PORTLAND'S CLUB

The pages of *The Winged M* marry front-of book features with member-driven event and sports snapshots. Each issue includes athletic and social events, lifestyle and wellness tips, club updates, and has five key sections: **Club News**, **Events**, **Culinary**, **Wellness** and **Athletics**.



ALL THE NEWS THAT'S FIT

Keeping members up to date on the latest developments in governance, facilities updates, community involvement, and high-profile accomplishments is the key to The Winged M's mission. In Memoriam and Multnomah Athletic Foundation Tributes are ways the club can come to terms with the passing of members and their legacies. The manager and president's columns allow leadership to speak directly to members about the issues that impact them most deeply.



CONTENT

REFLECTING AND SHAPING MAC'S POINT OF VIEW

MAC is the best-known social and athletic club in Oregon. The name is synonymous with health and prosperity, and it's as representative of Portland's rich history as it is of a future forged through shared values and a commitment to community. As the pace of Portland's growth ramps up, the club remains a constant by balancing tradition with forward-looking flexibility.

The Winged M has stayed true to this balance by covering club culture via comprehensive listings and creative features that evolve in step with MAC. As the community has grown in diversity, so has the magazine deepened its commitment to reflecting new perspectives while maintaining a core focus on member athletic and social excellence.



SPORTS
FITNESS



NEWS
EVENTS



FOOD &
DRINK



WELLNESS
LIFESTYLE

MOVING FORWARD

AS MAC GROWS, SO DOES ITS DIGITAL FOOTPRINT

The Winged M has grown by leaps and bounds in recent years, showcasing contemporary designs, journalistic storytelling, and point of view that mirrors MAC's commitment to living well. Both a living document of club history and a true lifestyle publication, there's a hook for every member.

Pushing forward via a website refresh and increased emphasis on digital and social storytelling, MAC's in-house marketing team is leveraging its content to find not only new ways of representing the club, but new channels and media in the process.



ATHLETICS

THERE IS NO TRIVIAL PURSUIT

Competitive and recreational athletes alike both seek excellence at MAC. Keeping up with the vast array of offerings is no small feat, but *The Winged M* devotes ample space each month to covering member accomplishments on courts, climbing walls, swimming pools and fitness studios. Action-packed photography of in-club matchups and outdoor adventures, plus a community scoreboard, keep readers riveted to the ongoing saga of club athletics.



WELLNESS

REACH YOUR WHOLE POTENTIAL

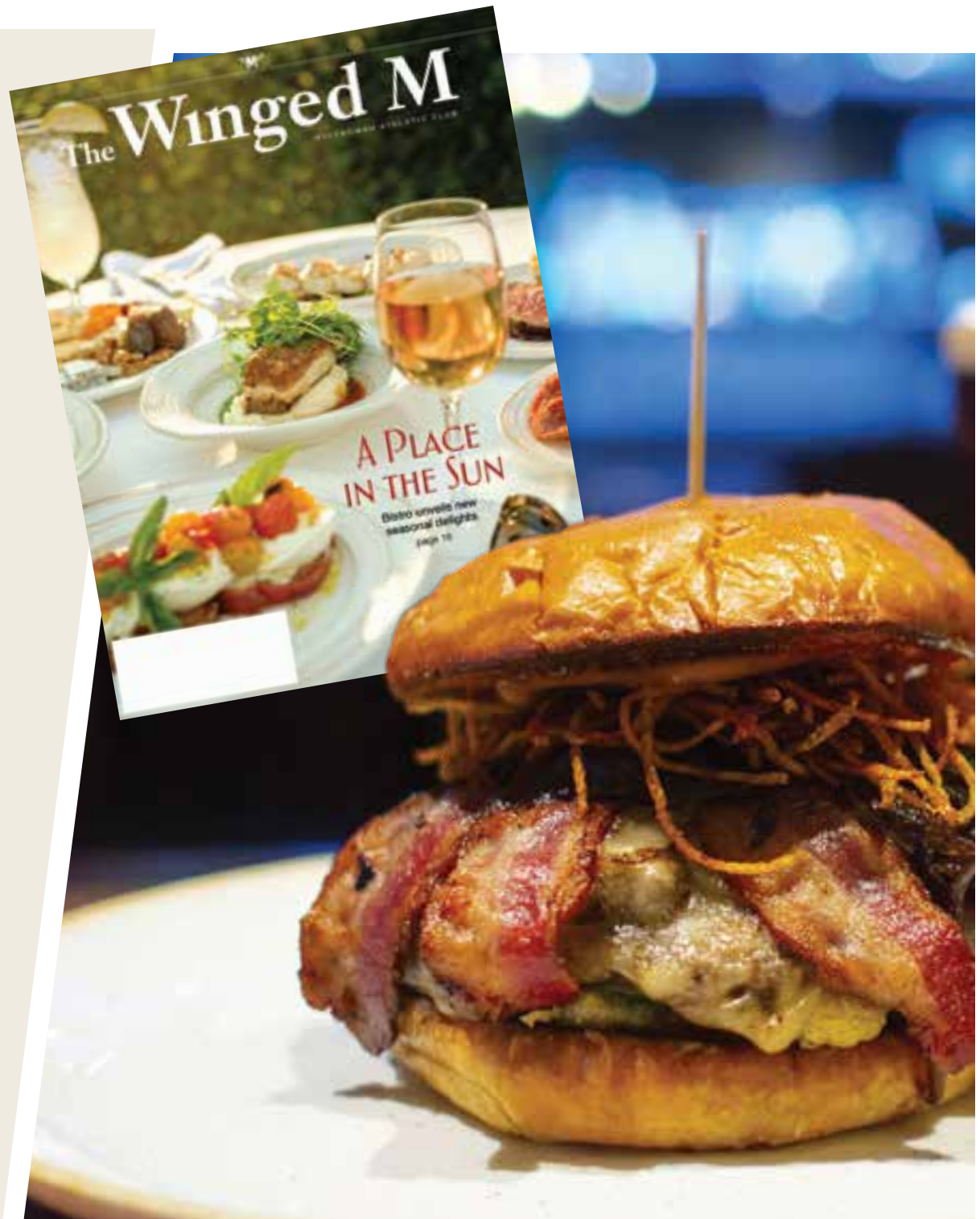
The Winged M helps members find balance by way of MAC's Wellness program. Diverse disciplines – including yoga, nutrition, naturopathy, physical therapy and massage – converge to address body, mind and spirit. Features cover cutting-edge initiatives and ancient traditions, and columns by on-staff dietitians, naturopaths, physical therapists and personal trainers deliver expert doses of Wellness in every issue.



CULINARY

GOURMET TO GASTROPUB, UNDER ONE ROOF

Members take food seriously, and so does The Winged M. Executive Chef Philippe Boulot and his team of culinary experts fill disparate dining environments with dishes to suit every member palate. From the upscale elegance of 1891 to the quality comfort food of The Sports Pub, not to mention specialty beer and wine dinners, flavorful stories abound. Summers see the opening of the Sun Deck, a rooftop oasis with a downtown view, conjuring seasonal cocktails and small plates to create an exclusive pop-up vibe.

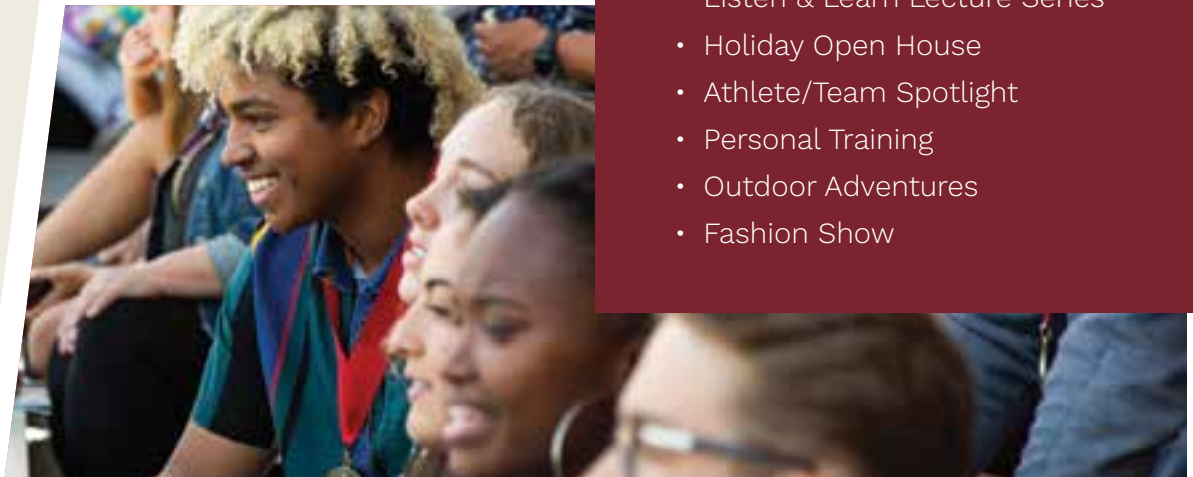
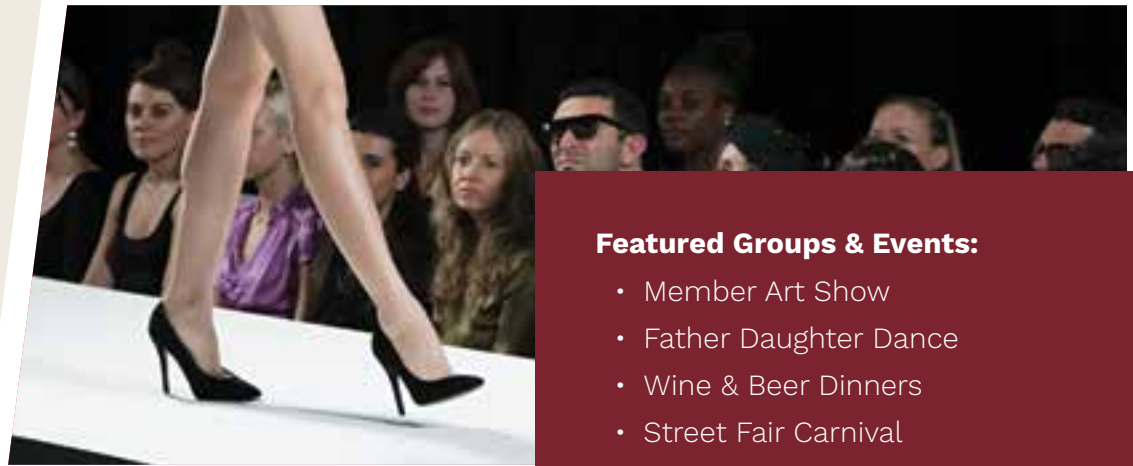


THEMES & EVENTS

GET YOURSELF CONNECTED

MAC offers more to do than any one member has time for, and helping them keep up with the athletic, educational and social opportunities that will most enhance their lives is crucial. A comprehensive calendar of upcoming events keeps the community in the know, and vignettes shine additional light on new, exciting, or unusual happenings around the club.

MAC produces countless events in-house, giving advertising partners a myriad of chances to grow relationships with members beyond the pages of *The Winged M* and our digital platforms. Connect with the crème de la crème of Portland and beyond through multi-channel marketing opportunities. Email KRobb@themac.com to inquire further.



Featured Groups & Events:

- Member Art Show
- Father Daughter Dance
- Wine & Beer Dinners
- Street Fair Carnival
- Listen & Learn Lecture Series
- Holiday Open House
- Athlete/Team Spotlight
- Personal Training
- Outdoor Adventures
- Fashion Show

THEMES

FOCUS ON SHARED PASSIONS

- January** Indoor Sports
- February** Love & Romance
- March** Club Leadership
(Spring Class Guide insert)
- April** Wellness/Mindfulness
(Summer Camps & Classes insert)
- May** Outdoor Sports
- June** Culinary/Dining al Fresco
- July** Arts & Culture
- August** Team Sports
- September** Kids Issue
- October** Halloween & Harvest
- November** Holidays & Gift Guide
- December** Multnomah Athletic Foundation
(Winter/Spring Class Guide insert)



MAC MEMBERS

A BREED APART

Members don't just read The Winged M, they live it. An integral part of the fabric of MAC's community, the magazine enjoys a dedicated following made up of Portland's best and brightest. The busiest, most successful people make time to read The Winged M, and it's our mission to tell their stories in a way they can't put down. Your brand benefits from this carefully cultivated relationship.

Get on members' radar via the print publication, through the website or at select events. Our team is adept at hitting even the fastest-moving targets, the movers and shakers who make up MAC.

MEMBERSHIP PROFILE

Winged M readers are business leaders, civic-minded community volunteers, and even the occasional celebrity. Chances are, if you prioritize health and live in the local area, you belong here.

Average MAC Member

- Bachelor Degree or Post Graduate
- Employed and in Management or Executive positions
- Owns luxury vehicles (Lexus, BMW, Infiniti)

23,000 | MEMBERS

72%

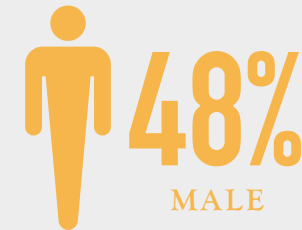
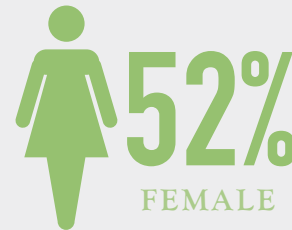
PORTLAND
METRO

14%

GREATER
PORTLAND

10%

OUT OF
STATE

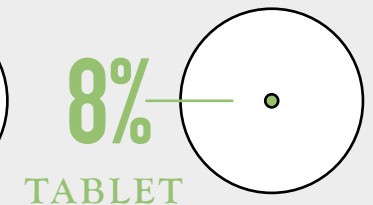
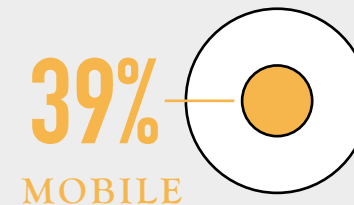
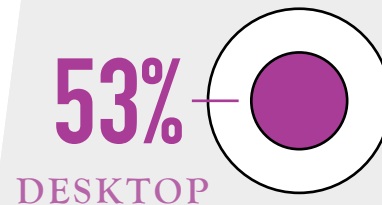


HOUSEHOLD INCOME

65% | \$135K
OR MORE

10% | \$200K
OR MORE

DIGITAL REPLICA READERSHIP*



*Source <https://issuu.com/home/statistics>

PRODUCTION

The Winged M magazine is a resource for Multnomah Athletic Club members. Features reflect the wide variety of athletic and social interests of the members.

PRODUCTION

The Winged M magazine is an in-house publication, produced by the Marketing Communications Department. *The Winged M* gathers content from members, club staff, local freelance writers and photographers, members and advertisers. The publication is produced monthly and averages 80 pages per issue.

DISTRIBUTION

The Winged M is delivered via direct mail to members' homes on the first of each month. *The Winged M* is also printed and distributed in the main lobby for members and club guests.

BENEFITS

Local Target Market: **23,000 Portland-area residents**, including many corporate decision makers presidents/owners, managers/partners, vice presidents and self-employed.

Extended Exposure: Issues have a tremendous shelf life; **66% of readers** keep *The Winged M* for more than two weeks, while **40% of readers** keep *The Winged M* for more than four weeks. The website provides further added value by way of the digital replica.

FILE SPECIFICATIONS

Page Dimensions: 8.375 x 10.875 inches

Color: CMYK

File Transmission: Send high resolution **PDF**
or JPEG Submission: Email ads to:
krobb@themac.com

AD SIZES

Full, Two-thirds, Half-vertical/horizontal, Third-vertical/square, and Sixth-vertical/horizontal. Two page spreads are also available.

SIZE	WIDTH	HEIGHT
Spread with bleed	17	11.125
Page Trim	16.75	10.875
Live area*	16.25	10.375
Full Page with bleed	8.625	11.125
Page Trim	8.375	10.875
Live area*	7.875	10.375
Full Page no bleed	7.875	10.375
2/3	4.75	9.625
1/2 horizontal	7.5	4.625
1/2 vertical	4.75	7.125
1/3 square	4.75	4.625
1/3 vertical	2.25	9.625
1/6 horizontal	4.75	2.125
1/6 vertical	2.25	4.625

*Position text inside the live area on bleed ads.

CONTACT

GET IN TOUCH

Get Your Brand the Prestige Placement it Deserves

Sales Office

503-517-7223

Kelly Robb

Marketing Manager

